



# PORTFOLIO

MAR GÓMEZ RUIZ

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Hello, I'm Mar Gómez, a passionate individual when it comes to art and illustration. Currently, I'm a student at the Higher School of Art and Design in Alcoy, where I'm specializing in Applied Illustration for Products. Through this program, I'm acquiring the necessary skills to professionally develop my graphic style, allowing me to bring creative ideas to life visually and effectively.

My journey into illustration began with vocational training in digital prepress, where I learned the technical and conceptual foundations needed to work in the world of printing and graphic production. Now, my focus has expanded into illustration, and I'm excited to explore new creative opportunities and develop my artistic potential.

Throughout my academic and professional journey, I've built a solid knowledge base that combines technical and artistic aspects, enabling me to approach illustration projects comprehensively. I'm thrilled about what the future holds in this exciting world of art and graphics.

Next, I invite you to explore each of the projects I've created on this artistic path in detail. Each piece represents a chapter in my creative journey. I encourage you to examine each project to appreciate the diversity of my creations and the passion I've invested in each one. I'm excited to share my portfolio with you and allow you to immerse yourself in my artistic world.



# ABOUT ME

# MY EDUCATION

09/2012 – 21/06/2018  
Compulsory Secondary Education  
IES Veles e Vents  
Spain

21/09/2021 – Current  
Degree of Illustration applied to the product  
EASD Alcoi  
Spain

Spain  
FP La Safor  
Intermediate Vocational Training digital pre-press  
12/09/2018 – 06/2020

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Firstly, we encounter one of the products that has had a significant impact. This is a collaboration with the Association for Trauma and Mental Health in Spain, in which we created illustrations to produce a psychology deck, serving as a tool for many professionals. As of today, they are available for purchase as they were introduced at the Trauma and Mental Health Congress in Madrid.

# DECK OF CARDS

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Next, we can appreciate a project on which my colleagues and I put a tremendous effort. It was an 18-meter long and 2-meter high mural that we illustrated for the 50th anniversary of the Higher School of Art and Design in Alcoy.

This execution involved various phases such as sketching, priming, design, etc.



# MURAL



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This was a project where we collaborated with the equality department of the Higher School of Art in Alcoy and with a company called ACTIU. We used art as a means to advocate for equality and the normalization of taboo subjects through the design of a chair.

In my case, I selected a theme and named it “Art is in Your Body.” The creation was divided into several phases, during which we had the opportunity to experiment for the first time with materials that had been entirely unfamiliar to us until that point.



# CHAIR



# CHAIR



The next product is aimed at the emotional and cognitive experience of internal reflection. In this notebook, the process of internal reflection is described, and some of the emotions experienced during its practice are expressed. Each page is created using different materials adapted according to the theme, all of which are 100% recycled.

# INTERNAL REFLECTION NOTEBOOK

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The displayed product is the first prototype of packaging for a deck of cards created for the Association for Trauma and Mental Health. Inside, we can see a motivating and reflective phrase that is coherent with the purpose of the cards it contains. It has been made using MDF material subjected to a laser cutting process.



# CARD PACKAGING

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The product we have next is a pair of jeans that were no longer being used, and we decided to give them a second chance by designing them to fit their size and style.

As for the design, we created it using Adobe Illustrator to make it compatible with the laser technique that was used later.



## TEXTILE DECORATION

# TEXTILE DECORATION



The illustration we are seeing can serve various purposes, from prints to postcards for different seasons. In these, we have illustrated each of the seasons, adapting the imagery to each situation.

They are printed on different types of paper, providing various textures and colors to each one.



# THE SEASONS



# THE SEASONS



These earrings have been crafted using laser cutting, with a material called 3mm thick MDF. It's a design with various meanings and has a broad audience.

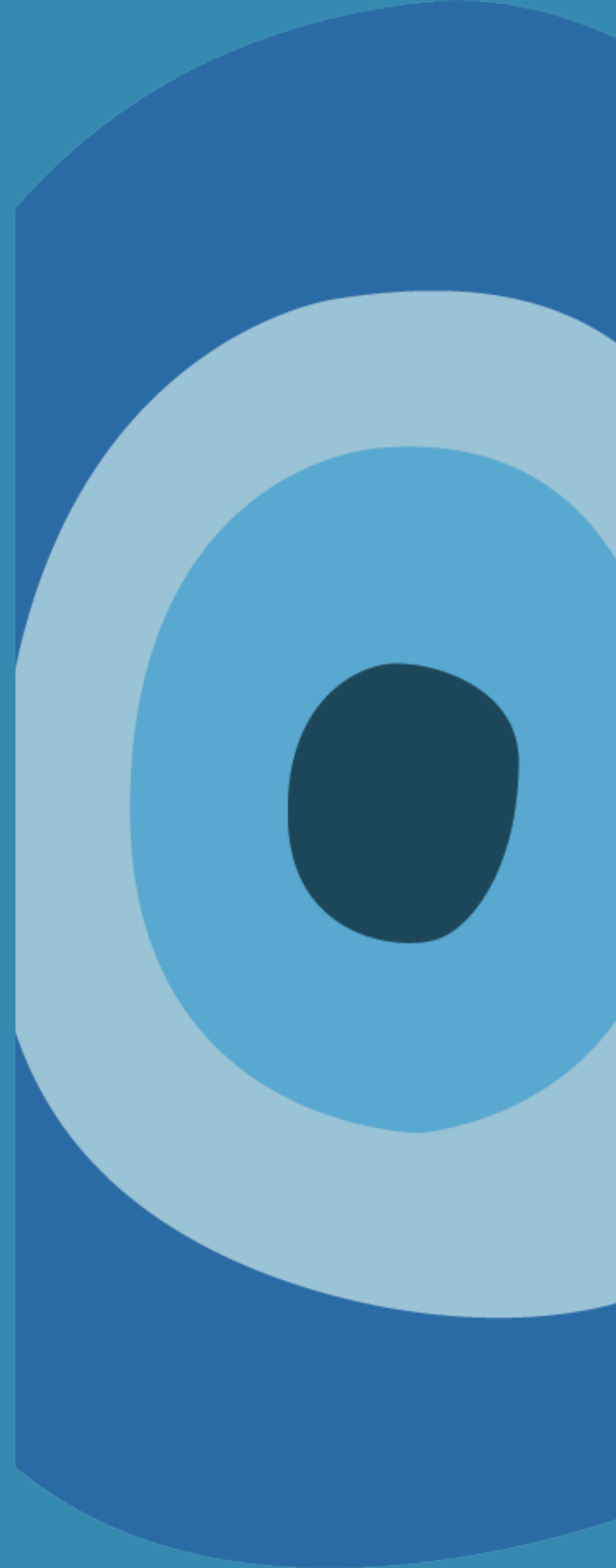


## “MDF” EARRINGS

# “MDF” EARRINGS



Kaleo is a restaurant inspired by Mykonos, where we aimed to represent the Greek evil eye. What we did was to adapt the appropriate typography to complement the graphic element.

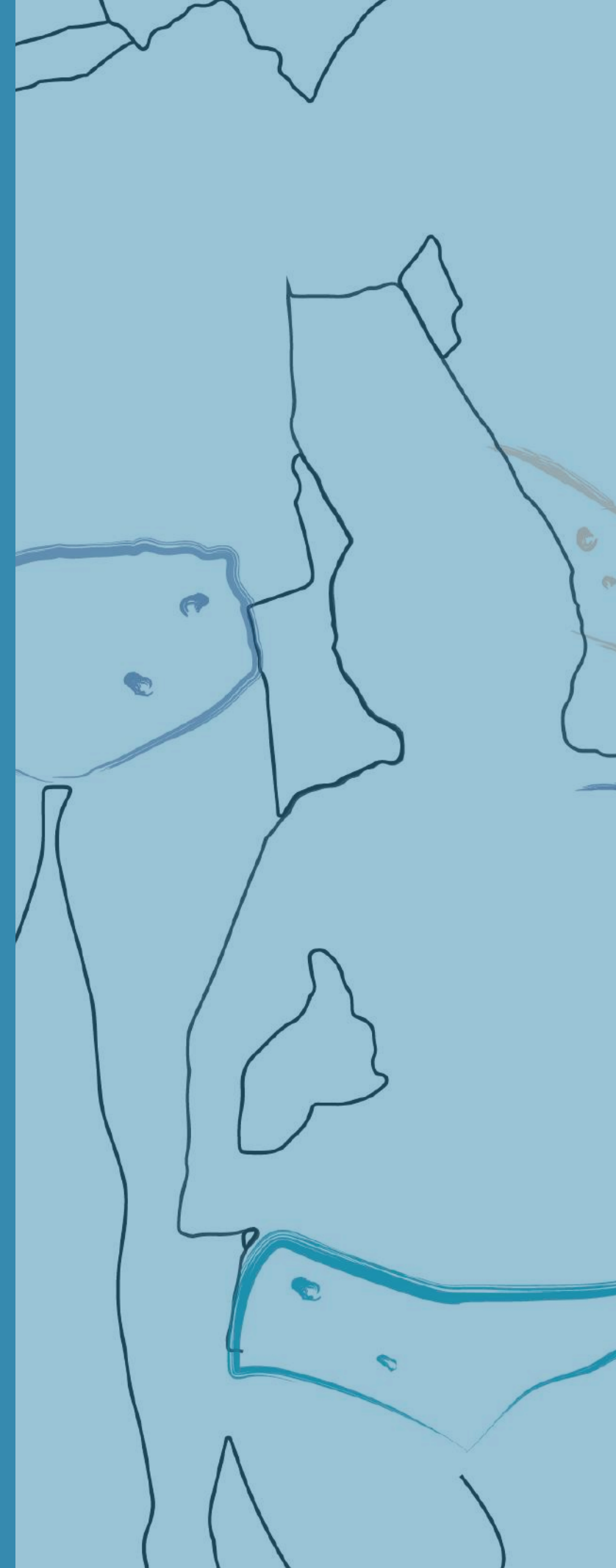


“KALEO” LOGO

# “KALEO” LOGO

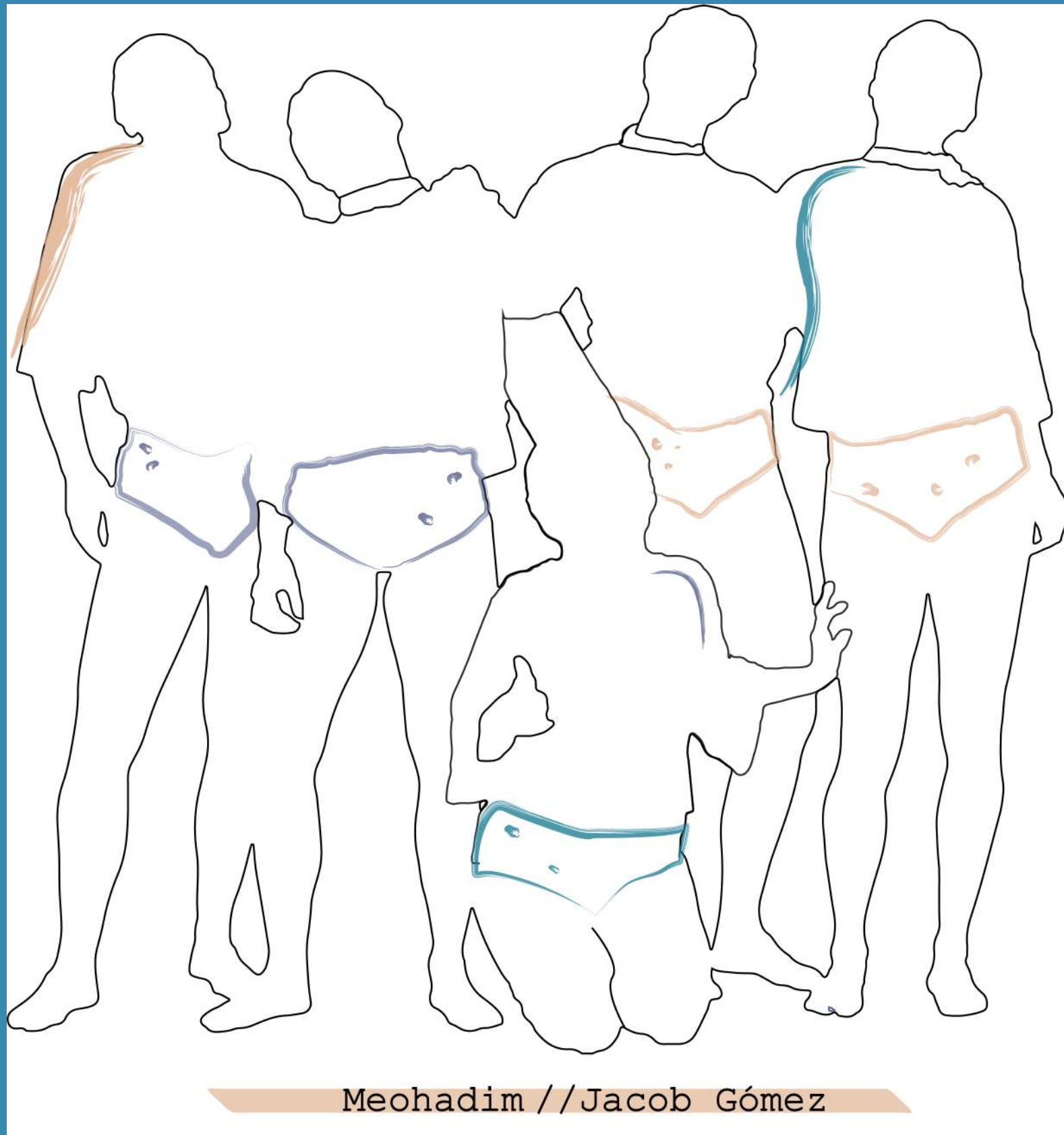


This logo is created for a dance performance featuring five sisters on stage. The motto of this piece is “Girls Just Wanna Have Fun.” That’s why we represent the five dancers with their thumbs up, a pose we thought was very fitting for the theme.



# “MEOHADIM” LOGO

# “MEOHADIM” LOGO



Meohadim // Jacob Gómez

# APPRECIATIONS

I want to express my gratitude for the attention you have given to my portfolio; sharing it with all of you has been a real pleasure. Your opportunity motivates me to keep creating, learning and improving. Thank you for being a part of my artistic journey.





